

“Believe in yourself, you can achieve anything you put your mind too”

## Introduction

I have been a PR Apprentice with Prospects for 5 months. The company is great to work for, you are treated like a valued member of staff, and given work/ responsibilities the same as a qualified member of staff. There are many different opportunities to push you to reach your full potential. Apprenticeships are a great way to gain work place experience, you are paid for the work you do and you earn the relevant qualifications.



Image: Jasmin Cruickshank, PR Apprentice – Prospects

## How did you get started in your career?

After leaving college, because it wasn't the right route for me I continued to work my part time job in a clothing shop. Realising this is not what I want to do for the rest of my life, I looked into apprenticeships as you earn while you learn and I can do a job I'm passionate about. I applied for the PR position through the .GOV website. I had a telephone interview with the training provider, which led to an interview at the employer premises, I got the job the same day.

## Can you outline a typical work day?

On a typical working day, I will check my emails and the press cuttings, saving and printing the relevant ones to the company. I will check the news and communicate with different areas of the company to collect case studies to write up and put on the website as well as writing press releases to send to news outlets. I spend a day on my coursework too.

## What do you enjoy most about your job?

I'm a massive bookworm and love to write. Every day I wake up and do something I am passionate about, I love the work I do and the people I work with, they're so supportive. Every day I learn something new and I can use in my work.

## What skills are important for anyone wishing to start in your profession?

Being able to meet deadlines and work on different stories at the same time is an important skill. Every PR Company will have a different writing style so you can learn that which will help improve your writing. Never fall in love with your first draft, it will always be changed until you have the right story and content

## What main personal attributes do you think is important for your type of job?

Being confident is important for you to succeed. You have to ask questions and take part in things to get the information you need, it also builds connections, which is vital for this role. Being flexible and friendly are also important, you want to be approachable for people to give you stories, you need to be flexible and have other work in your pipeline as stories can be pulled or something else could happen. Being reliable is important to maintain relationships.

## Do you have any tips or suggestions on how young people and adults can enter your industry?

Apprenticeships are great for people of all ages, it's a good way of gaining qualifications whilst being paid. There are thousands of apprenticeships in different job areas, you can find one best suited to you.

We can help you find out if you have the right skills for the job and help you take your next career step.

Call the National Careers Service on 0800 100 900 or visit <https://nationalcareersservice.direct.gov.uk/>

### **What career progression opportunities are available in your business/sector?**

Once I have successfully finished my Level 4 Higher apprenticeship I'm hoping a position will be available for me with the company. I will be fully qualified in Public Relations and can apply for future roles in this industry.

### **Why is it important for your sector to attract and train young people and new entrants?**

The role I do gives me important literacy skills that help with my future, I think it's important for other young people to have the opportunity to show their skills and benefit this industry, it is always evolving and everyone brings new skills to the table. It also gives people a chance to gain qualifications while earning in an environment that could be better for them rather than in a classroom.

### **What trends do you predict for your industry within the next 10 years? E.g. is it a growing market requiring more young entrants**

Prospects is constantly growing and new opportunities are always opening. There will always be news and prospects will need in-house staff to share the work we do with the rest of the world, I can't see that changing in the future.

### **General words of advice**

Believe in yourself, you can achieve anything you put your mind too. Be willing to learn and develop your skills in the role.

### **Further information/contact**

Jasmin works for Prospects Services in Taunton. The Prospects Group offers a wide range of education, employment and skills services in the UK and internationally. Jasmin is currently completing her Higher Apprenticeship in PR (Public Relations). Jasmin loves her job and enjoys telling her story of her Apprentice journey; she has recently been nominated for 'Apprentice of the Year' and would embrace the opportunity to talk to students about her role and Apprenticeship in general. Find out more about Jasmin below and get in touch with us at [inspiringsouthwestncs@prospects.co.uk](mailto:inspiringsouthwestncs@prospects.co.uk) if you would like to invite Jasmin to your School or College to share her experiences with your students.